

# Connecting with Census

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LaVerne Lamoureux  
Partnership Data Services  
Seattle Regional Census Center

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# Agenda

- Introduction of the Census Bureau
- 2010 Census – Decennial Census
- American Community Survey (ACS)
- Economic Census
- Foreign Trade

# 2010 Census Questionnaire

## Short Form

- Basic questions that produce “100% data” or counts
  - Topics include: **name, gender, age, date of birth, ethnicity, race, relationship of people within household, and tenure**
- Data release at block level (SF-1 & SF-2)

## Long Form

- Replaced by the
- American Community Survey

A scan of the 2010 Census Questionnaire form. The form is titled '2010 Census Questionnaire' and includes instructions for users. It contains various sections for providing personal information, including name, age, date of birth, ethnicity, race, and housing tenure. The form is designed to be filled out by the person living at the address.

# American Community Survey

## Population Characteristics

- Period estimates describe the average characteristics over a specific time period
- Questions similar to long form from 2000
- Participation is mandatory
- Survey: 250k households per month (3M per year)
- Data releases dependent on population thresholds; 1yr, 3yr, 5yr estimates
- ***The basic rule is that if you need a population count, use decennial census data or data from the Population Estimates Program.***  
***\*If you need to describe the characteristics of the population, use data from the American Community Survey.***

## Social

- Education
- Marital status
- Fertility
- Citizenship
- Veterans
- Disability, others...

## Housing

- Tenure
- Occupancy & Structure
- Housing Value
- Taxes and Insurance
- Utilities
- Mortgage/payment

## Economic

- Income
- Benefits
- Employment Status
- Occupation
- Industry
- Commuting to Work
- Place of Work

## Demographic

- Gender
- Age
- Hispanic Origin
- Race

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# Annual Data Release Schedule

Data Product	Population Size	2006	2007	2008	2009	2010	2011	2012
1 Year	65,000+	2005	2006	2007	2008	2009	2010	2011
3 Year	20,000+			2005-2007	2006-2008	2007-2009	2008-2010	2009-2011
5 Year	All areas					2005-2009	2006-2010	2007-2011

Five-year estimates will be available for areas as small as census tracts and block groups. Source US Census Bureau

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# Economic Census

- Profiles U.S. National and Local economies every 5 years ending in 2 and 7
- All non-farm private economy; 24 M businesses in 2007 Economic Census
- Businesses are grouped into sectors based on the North American Industry Classification System (NAICS)
- Includes sector-wide reports for minority- and women-owned businesses

# Economy Wide Key Statistics

- *Economy-Wide Key Statistics* presents four key statistics for every available industry and geographic area published to date. The four key statistics are:
  - Number of establishments,
  - Value of sales, shipments, receipts, revenue or business done,
  - Annual payroll and
  - Number of employees.

# Uses of Economic Census Data

- Develop Public Policy
- Locate Business Markets
- Evaluate Industry Growth
- Assist Local Businesses
- Design Sales Territories
- Gauge Competitiveness
- Research
- Business-to-Business
- Entrepreneurship
- Disaster Response



# Geographic Coverage for 2007 Economic Census

- Data are available at the following geographic levels\*:
  - National
  - State
  - Metropolitan Areas
  - Counties
  - Places
  - Zip Codes
- Table with geographic coverage by sector and program: <http://www.census.gov/econ/census07/www/geography/>

# Survey of Business Owners (SBO)

- Survey of 2.3 M businesses as part of 2007 Economic Census
- Provide economic and demographic characteristics for businesses/owners by gender, ethnicity, race, and veteran status.
- Release Schedule:

<http://www.census.gov/econ/sbo/releaseschedule07.html>

# Foreign Trade

**FOREIGN TRADE** is the official source for U.S. export and import statistics:

- Regulations governing the reporting of all export shipments in the United States
- Information on export regulations, commodity classifications, or a host of other trade related topics

<http://www.census.gov/foreign-trade/index.html>

# Export Statistics

## Coverage

- Goods valued at more than \$2,500 per commodity shipped from the U.S. to other countries.
- 240 U.S. trading partners, 400 U.S. ports, and 45 districts.

## Content

- Data include quantities, values, shipping weights, method of transportation (air or vessel), state of (movement) origin, customs district, customs port, country of destination, and whether contents are domestic goods or re-exports by commodity classification
- Data on commodities for exports for approximately 8,000 different products leaving the United States.
- Also compiled by Standard International Trade Classification (SITC), North America Industry Classification System (NAICS), End-Use Commodity Classifications and Advance Technology Products.
- Frequency: Calendar Months, Quarterly and Yearly.

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# Import Statistics

## Coverage

- The import statistics consist of goods valued at more than \$2,000 per commodity shipped from other countries. The statistics include data about all 240 U.S. trading partners, 400 U.S. ports, and 45 districts.

## Content

- Data are compiled in terms of commodity classification, quantities, values, shipping weights, methods of transportation (air or vessel), duties collected, unit prices, and market share, country of origin, customs district, customs port, import charges and duties. Under the Harmonized Tariff Schedules containing more than 18,000 import commodity codes.
- Also compiled under the Standard International Trade Classification (SITC), North American Industry Classification System (NAICS), End-Use Commodity Classifications, Advanced Technology Products, and American Iron and Steel Product Groups (AISP).
- Frequency: Data are continuously compiled and processed. Documents are collected

as shipments arrive and processed on a flow basis by calendar month and year.

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# Foreign Trade Data Products

- U.S. Trade Online
- U.S. International Goods and Services (FT900)
- U.S. Merchandise Trade: Selected Highlights (FT920)
- U.S. Imports by Port
- U.S. Imports of Merchandise-Monthly
- Export Database

# www.census.gov

U.S. Census Bureau

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**2010 RESIDENT POPULATION**

**308,745,538**

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► Animation    ► Director's Blog  
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**U.S. 310,913,549**  
World 6,903,089,800  
23:25 UTC (EST+5) Mar 01, 2011

Population Finder\*

\* Does not currently contain 2010 data

city/ town, county, or zip

or state  
Select a state

Find An Area Profile with [QuickFacts](#)

Select a state to begin  
Select a state

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Select an indicator  
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# U.S. Census Bureau

AMERICAN  
**FactFinder**

## ***The NEW American FactFinder is now available!***

The transition from the legacy American FactFinder to the NEW American FactFinder will continue through the fall of 2011. Data on the legacy FactFinder will be moved to the NEW FactFinder in the coming months. [Frequently Asked Questions »](#)

The legacy American FactFinder will be discontinued in the fall of 2011.



for data from  
**Census 2010** (beginning in February 2011)  
and **Census 2000**

go to  
**factfinder2.census.gov**

[Learn more](#) about the New American FactFinder

For information about the release of data  
from the 2010 Census, see the  
[2010 Census Data Products](#)  
[release schedule](#)



for data from the  
**American Community Survey**,  
the **Economic Census**,  
and **Population Estimates**

go to  
**factfinder.census.gov**



# How to Access Census Data

U.S. Census Bureau

**American FactFinder**

Main Search Feedback FAQs Glossary Site Map Help

*Your source for population, housing, economic, and geographic data*

AMERICAN **FactFinder**

**The NEW American FactFinder is here!**

For data from Census 2010 and Census 2000, visit [factfinder2.census.gov](http://factfinder2.census.gov)

As we transition to the NEW American FactFinder, you can still find data here for the following:  
• American Community Survey, the Economic Census, and the Population Estimates Program.

POPULATION FINDER  
FACT SHEET  
PEOPLE  
HOUSING  
BUSINESS AND GOVERNMENT  
ABOUT THE DATA  
DATA SETS  
DOWNLOAD CENTER  
MAPS  
TOOLS AND REFERENCES

**Address Search...**  
Enter a [street address](#) to find Census 2000 data

- [Browser Notes](#)
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city/ town, county, or zip  
state -- select a state -- GO  
[or select a state using a map »](#)

**Getting Detailed Data**

**Decennial Census** - taken every 10 years to collect information about the people and housing of the United States  
[learn more](#) | [get data](#)

**United States Census 2010**  
First results from Census 2010 will be available on the [NEW American FactFinder](#) in February 2011.

**American Community Survey** - an ongoing survey that provides data about your community every year  
[learn more](#) | [get data](#)

**Puerto Rico Community Survey** - the equivalent of the American Community Survey for Puerto Rico  
[learn more](#) | [get data](#) | [en español](#)

**Population Data**

**Population Finder**  
Use the [Population Finder](#) to view population trends for your community.

**U.S. Population Clock**  
00:15 UTC (EST+5) Jan 19, 2011  
**311,914,918**  
[more population clocks »](#)

**What's New** [GET EMAIL UPDATES](#)

**2010 Apportionment Data Release**, See the first [2010 Census](#) results.

**2005-2009 American Community Survey 5-Year Estimates** are [now available](#) for cities, all counties and other areas with smaller population, including census tracts. Detailed data is available from the [Data Sets page](#).

**2005-2009 Puerto Rico Community**

# Thank you!

Further questions please contact . . .

A wide-angle photograph of the Seattle skyline at dusk or dawn. The Space Needle is prominent on the left. The city is densely packed with skyscrapers and buildings. The water of the Puget Sound is in the foreground, and mountains are visible in the background under a hazy sky.

**Seattle Regional Census Center  
Partnership & Data Services  
(425) 908-3060**

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